

Wadden Sea Board

WSB 28

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Berlin, Germany



Agenda Item:	5.10/3
Subject:	10th anniversary celebration – information to the Board
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Submitted by:	Anniversary Coordination Team

As endorsed at WSB 27, to celebrate the 10th anniversary of the Wadden Sea World Heritage (WSWH) in 2019 the TWSC will have a trilateral event series coordinated by CWSS and supplemented by partner events in the framework of the anniversary organised by regional coordinators. The highlight event of the programme will be a Wadden Sea World Heritage Bike Tour in June 2019. The following paper contains information to the Board compiled by the anniversary coordination team.

Proposal: The meeting is invited to note the document.

Wadden Sea World Heritage Bike Tour & Trilateral event programme 2019

Information to the Board

The anniversary coordination team meets regularly, most recently on 19 February 2019, for the implementation of the anniversary concept endorsed by WSB 27. Currently, the regional stages of the routes are being finalised by the regional coordinators, CWSS is finalising the concept of the festival on 30 June in Wilhelmshaven, and the team is concretising the trilateral elements of the concept (core group members, birthday wishes, media etc.). This is documented in summary records and fed back to the partners involved via the regional coordinators. The following is a summary of information of importance to all TWSC partners. Information directly relevant to TWSC partners are marked in blue.

Anniversary programme + logo

All anniversary events will be uploaded onto www.waddensea-worldheritage.org/anniversary. The page's development is in its final stages. It will also contain a map of the bike route and tour events as well as a registration form and photo gallery.

An anniversary logo has been developed together with the *Merkmakers* agency (responsible for the original WSWH logo). [The logo has been distributed via the anniversary coordination team and may be used in place of the WSWH logo by partners of the Trilateral Wadden Sea Cooperation throughout the year.](#)



A “bookmark” version of the logo will be used by event partners in their communication related to their event submitted to the anniversary programme. The logo is intended to serve as bookmark and is therefore compatible with the event partner's design. This logo version is given out by the regional coordinators, who are tasked with vetting event applications to the anniversary programme.

Birthday wishes

Collection of birthday wishes and stories are part of the birthday celebration. As there are three different target groups for the wishes (partners, public, regions), there will be three formats of collection, all conducted prior to or during to the tour:

1. [Partners of the Trilateral Wadden Sea Cooperation \(institutions with representatives in the various TWSC groups\)](#) will be asked to contribute with a **personal, authentic/emotional story (one story per partner) on video**. A call for contributions with specifications will be sent out to TWSC partners in the coming weeks.
2. Slates and chalk will be distributed to the visitor centers and other suitable institutions for the public to write their wishes for the future of the WH site on and take pictures with using the hashtag #happywaddensea. These messages will be collected via social media (hashtag). The pictures collected by end of May will be put together as a mosaic and printed on a banner to be presented on 30 June. Distribution of slates is set for end of March.

3. Pieces of a trilaterally designed puzzle of the Wadden Sea World Heritage will be distributed to the regions. The regions (Kreise in Germany, municipalities in Denmark) will be asked to write birthday wishes on the pieces and hand them over to the cyclists as they pass. The tour will bring all pieces to Wilhelmshaven, where the puzzle will be assembled. Basis for the design will be the IWSS puzzle.

Bike route

The regional coordinators are currently finalising their stages of the tour. At present, the North route will start in Ho Bugt, Denmark, on 18 June. On 19 June events are planned for Havneby, Rømø, and List, Sylt, to mark the border crossing. The next 8 days the tour will lead via the islands and Husum, St. Peter-Ording, Tönning to Meldorf and Büsum. On 27 June the group will cross over to Cuxhaven and be met by a group of volunteers (FÖJ) from Hamburg. The three German National Parks will hold a joint event on that day in Cuxhaven. Via Butjadingen and Dangast the group will arrive in Sande/Wilhelmshaven on 30 June.

The West route starts on Vlieland, Netherlands, on 20 June and will lead via Texel to the Dutch mainland. On 26 June the group will cross the border at Nieuwe Statenzijl. After stops along the East Frisian coast the group will meet the North group in Sande to cycle together to the finish line in Wilhelmshaven on 30 June.

Wadden Sea Experience Market

This is the final event of the tour in Wilhelmshaven on 30 June. On the Südstrand Promenade will be a market with stakeholder representation in form of information and fun fair stalls as well as food & vendor stalls for Wadden Sea products. Musical entertainment is planned in form of walking acts and by local artists. Registration deadline for stakeholder participation in the market: 1 April 2019. A call for participation will be sent out by CWSS and distributed via the members of the anniversary coordination team at the end of February.

Parallel to the market there will be an open-door day at the WSWH Visitor Center with indoor activities as well as a mini-symposium (14-17:30). [This symposium will include expert talks, particularly on the topics of sustainable growth \(Prowad Link\) and partnership \(Partnership Hub\).](#) While the market and Visitor Center activities are primarily directed at the general public, the expert talks are intended for the Wadden Sea community (TWSC and partners) and open to the interested public.

[Olaf Lies \(Minister of the Environment, Energy and Climate Protection, Lower Saxony\) is confirmed as event patron](#), but can only be present until 13:00. A programme for high-profile politicians (see below) is intended for that period (10-13:00) and arranged in cooperation with the Lower Saxon Ministry of the Environment, Energy and Climate Protection.

General Schedule 30 June

- 10-11:00 Religious service (requested by Lower Saxony)
- 11-18:00 experience market & open day at WSWH visitor center
- 12:30-13:00 Arrival cyclists
- [14-17:30 Expert talks on linking sustainable growth and nature conservation](#)
- 18:00 possible screening of Wadfilm (to be confirmed)

High-profile politicians' schedule 30 June (headed by Minister Lies)

- 10-11:00 Religious service
- 11-11:45 Walk across market with meet-and-greets of stakeholders
- 11:45-12:30 Closed luncheon with press
- 12:30-13:00 Welcoming on cyclists
- 13:00 Departure Olaf Lies/ end of official politician's programme

Media

Media contacts have been approached by members of the anniversary coordination team. A few mentions of the anniversary have already been achieved in local, regional and supraregional media. The most media interaction is planned for the bike tour weeks with daily interactions.

A social media plan has been set up by the TWSC's social media experts in a workshop in January and will be implemented alongside the preparation and implementation of the campaign. The anniversary hashtag is **#happywaddensea**. All TWSC partners are highly encouraged to use the hashtag throughout the year.